

brand

Giant
Bicycles

Norco
Bicycles

OHM
Cycles

Solex

Trek
Bicycles

WeareA2B

Total Revenue

\$22.2M

Cost of Goods

\$11.01M

Month

All

1991

2022

Revenue Month

Productline

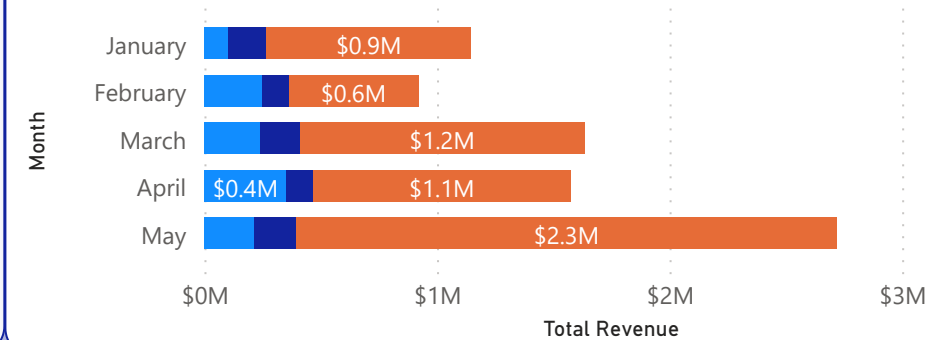
Online Status

Revenue by State

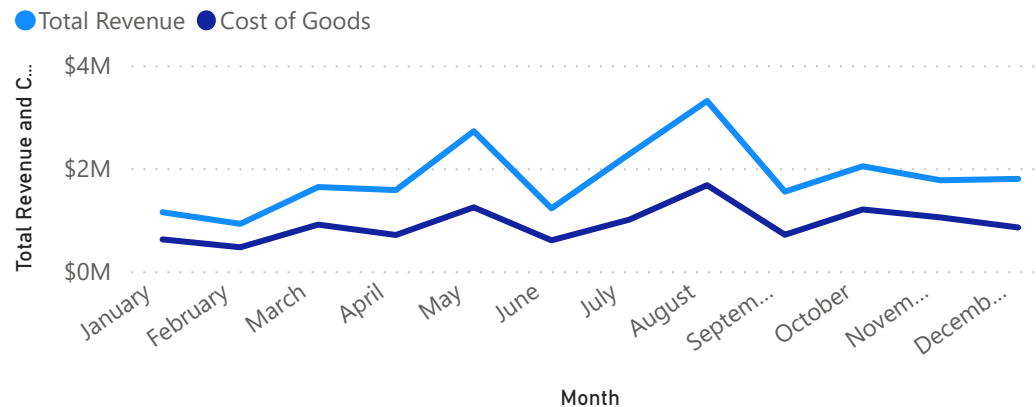


Revenue by Month

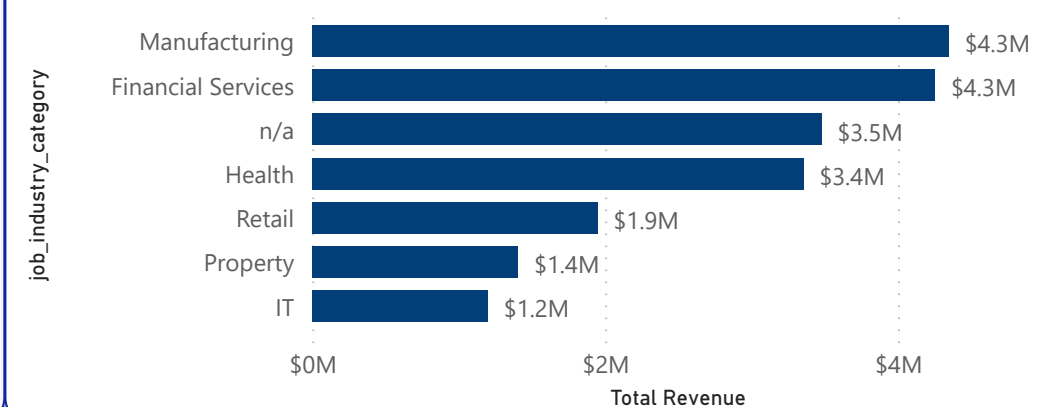
product_class ● high ● low ● medium



Revenue vs COGS by Month



Revenue by Job_category





Total Revenue

\$22.2M

Cost of Goods

\$11.01M

Profit Margin%

198.80%

Total Profit

\$11.15M

Month

All

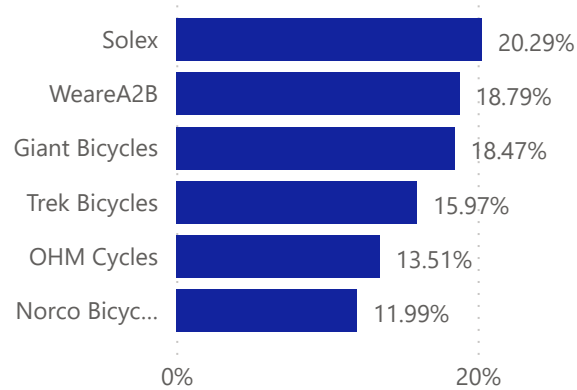
Year

1991

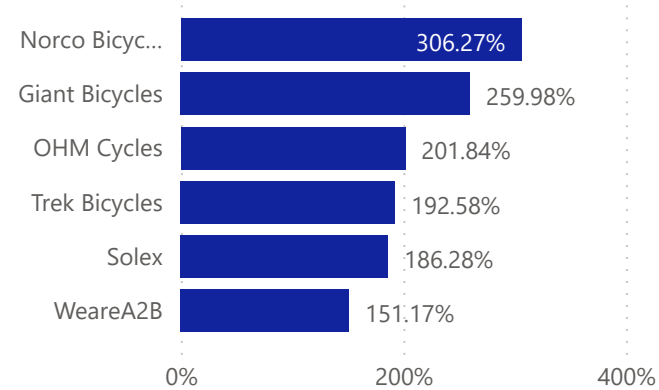
2022



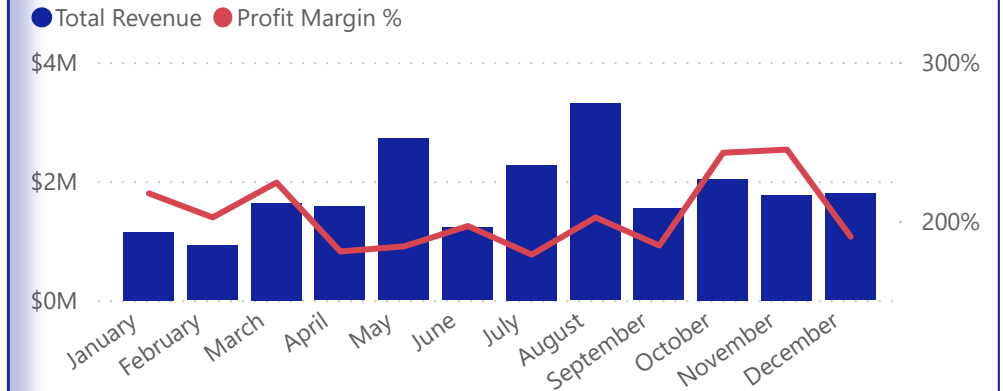
Revenue Contribution % by brand



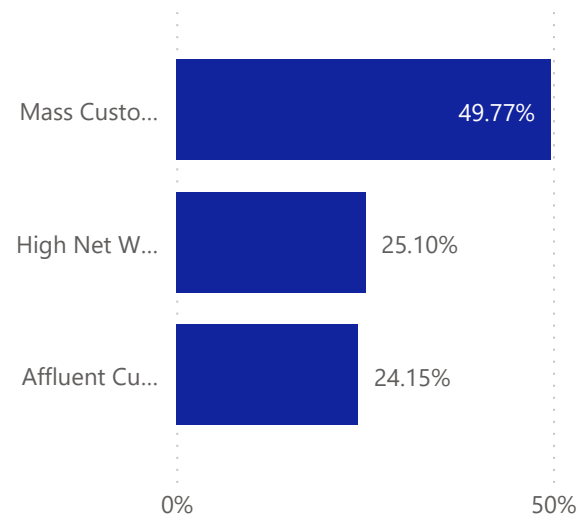
Profit Margin % by brand



Total Revenue and Profit Margin % by Month



Revenue Contribution % and Profit Margin % by wealth_segment



Name	Total Revenue	Revenue Contribution %	Profit Margin %	past_3_years_bike_related_purchases	product_class
Zulema Cristofolo	\$1,842.9	0.01%	250.00%	93	high
Zulema Cristofolo	\$4,482.3	0.02%	134.24%	93	medium
Zorina Bosomworth	\$3,030.3	0.01%	250.00%	72	high
Zorina Bosomworth	\$795.3	0.00%	114.64%	72	medium
Zonnya Tolland	\$6,904.6	0.03%	196.18%	24	medium
Zonnya Fayter	\$6,671.5	0.03%	140.89%	85	medium
Zollie Exell	\$3,117.9	0.01%	250.00%	34	high
Zollie Exell	\$2,328.2	0.01%	361.20%	34	medium
Zoe Kiddye	\$363.0	0.00%	500.01%	42	low
Zoe Kiddye	\$1,615.9	0.01%	214.70%	42	medium
Zed Blanckley	\$7,757.7	0.04%	137.16%	61	medium
Zebulen Swadon	\$1,129.1	0.01%	250.00%	25	high
Total	\$22,156,589.0	100.00%	198.80%	195560	

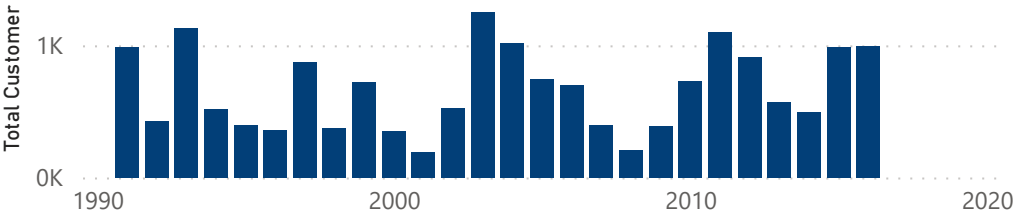
Customer Ageing Analysis

3/5/2022
Today

3494
Total Customer

\$22.2M
Total Revenue

Customer by Year



Customer Ageing Details

customer_id	12 - 16 years	17 - 21 years	22 - 26 years	27 years above	6 - 10 years	7 - 11 years	Total	
1	\$3,130.8	\$230.9	\$1,274.9	\$2,227.6		\$2,220.2	\$9,084.	
2	\$752.6	\$1,992.9				\$1,403.5	\$4,149.	
3		\$2,963.6			\$1,894.2	\$5,030.5	\$9,888.	
4	\$569.6		\$478.2				\$1,047.	
5		\$290.6	\$688.6	\$1,172.8		\$3,751.2	\$5,903.	
6		\$230.9		\$358.4	\$3,534.9	\$1,807.5	\$5,931.	
7	\$574.6	\$360.4			\$60.3		\$995.	
8	\$7,083.5		\$1,403.5		\$2,763.2	\$774.5	\$12,024.	
9		\$752.6			\$2,082.3	\$2,522.6	\$5,357.	
10	\$2,064.1	\$3,137.2	\$1,071.2		\$795.3		\$7,067.	
11	\$1,129.1			\$1,964.3	\$3,686.0		\$6,779.	
12	\$774.5	\$100.4		\$1,216.1	\$720.8	\$3,582.4	\$6,394.	
13		\$4,314.9	\$2,380.0		\$1,039.8		\$7,734.	
14	\$1,084.2		\$872.5			\$1,636.9	\$3,593.	
15	\$544.1		\$2,409.9	\$1,897.9		\$71.5	\$4,923.	
16		\$2,091.5		\$1,227.2	\$1,636.9	\$2,808.1	\$7,762.	
	\$214,907.2	\$4,634,267.4	\$3,009,547.2	\$3,906,513.4	\$1,763,724.3	\$3,864,585.5	\$4,763,044.0	\$22,156,589.
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